



# Aiko BETHEA

SPEAKER | CONSULTANT | COACH

## Bio

Aiko is a leader, builder and connector. She successfully navigated leadership roles in government, philanthropic, nonprofit, and private sectors. In each sector she created and served in inaugural roles to meet growing organizational needs.

Aiko is an award-winning and highly sought after equity consultant, executive coach, and speaker. She is founder of RARE Coaching & Consulting, a consulting practice focused on coaching leaders and organizations to remove barriers to inclusion. Her practice integrates operations, leadership coaching and education strategies that yield measurable outcomes.

Aiko is Sr. Director of the Daring Way™ and Dare to Lead™ communities of Brené Brown Education and Research Group. She oversees development and implementation of the overall strategy for the communities, as well as the specific diversity, equity, inclusion and belonging strategy and oversight of the global 1000+ member facilitator community.



### MOST REQUESTED SPEAKING TOPICS

Surviving *and* Thriving as "The Only"

So, You Say You Wanna Be An Ally

Transactional v. Transformational DEI



I credit Aiko in guiding me towards transformative, internal change in anti-racism work. As a white business leader, I have shifted from operating from a performance based, "checking boxes" with DEI work, to a deepened, heart shift of understanding and feeling the critical need to center my work around anti-racism.

**-KARA BAZZI**

Co-Founder/Clinical Director  
Opal Food+Body Wisdom

/RARECoach



@rare\_coach



@AikoBethea



/aikobethea/



## Booking Info

WWW.RARECOACHING.NET

Aiko is a leader, builder, and connector who has successfully navigated leadership roles in government, philanthropic, nonprofit, and private sectors. In each sector, she created inaugural roles to meet growing organizational needs. After leading a legal team at the City of Atlanta under the leadership of Stacey Abrams, Aiko served as Director of Compliance for the City of Atlanta and Deputy Director of a compliance department at the Bill & Melinda Gates Foundation. Most recently, she was the Head of Diversity and Inclusion for Fred Hutch Cancer Research Center.

The founder of RARE Coaching & Consulting, Aiko guides leaders and organizations to remove barriers to inclusion. She serves as an executive coach to leaders and teams of Fortune 100 companies and global nonprofit organizations. She has been recognized by Forbes as one of the top seven anti-racism educators for companies and by CultureAmp as a DEI influencer to follow. Aiko is a Senior Director of the Daring Way™ and Dare to Lead™ facilitator communities of the Brené Brown Education and Research Group. She oversees development and implementation of the overall strategy for the communities, as well as the specific DEI and belonging strategy for the global 1500+ member facilitator community. Aiko's writing has been published in Harvard Business Review, Forbes, and the upcoming anthology *You Are Your Best Thing*. She holds a law degree from UNC-Chapel Hill and a bachelor's from Smith College.

On most days Aiko enjoys spending time with her two sons.

You can stay connected with her on IG at @rare\_coach.

[You Are Your Best Thing, An Anthology edited by Tarana Burk and Brené Brown](#) (Available April 2021)  
[Brené with Aiko Bethea on Inclusivity at Work: The Heart of Hard Conversations](#) (Dare to Lead Podcast, 2020)  
[Racial Identity and Healing at Work](#) (The Appetite Podcast, 2020)  
[Top 10 Diversity, Equity, and Inclusion Training Experts](#) (2020)  
[An Open Letter to Corporate America, Philanthropy, Academia etc: What Now?](#) (2020)  
[What Black Employee Resource Groups Need Now](#) (2020)  
[7 Anti-racism Educators Your Company Needs Now](#) (2020)  
[136 Black Innovators in STEM + Arts You Should Know and Support](#) (2020)

#### Certifications & Licenses

- Brené Brown Dare to Lead™ (Certified Facilitator)
- Crucial Conversations™ (Certified Trainer)
- Global Team Coaching Institute w David Clutterbuck and Peter Hawkins (Certified Team Coach)
- EQ Learning in Action (Emotional Quotient Assessment)
- Hudson Institute of Coaching at Santa Barbara (Certified Coach)
- Intercultural Development Inventory (Qualified Administrator)
- International Coaching Federation (Professional Certified Coach)
- Lean Six Sigma Green Belt (Industry of Industrial Engineers)
- State Bar of Georgia